

PRIZM Household Distribution 2011

Radius 1: 1525 WILSON BLVD, ARLINGTON, VA 22209-24, 0.00 - 1.00 Miles, Total

PRIZM		Area		US Base		
Code	Name	Households	Pct.	Households	Pct.	Index
01	Upper Crust	48	0.27%	1770473	1.52%	17.9
02	Blue Blood Estates	11	0.06%	1129199	0.97%	6.4
03	Movers and Shakers	160	0.91%	1878356	1.61%	56.3
04	Young Digerati	7706	43.61%	1397823	1.20%	3,646.2
05	Country Squires	0	0.00%	2011809	1.72%	0.0
06	Winner's Circle	1	0.01%	1283240	1.10%	0.5
07	Money and Brains	2679	15.16%	2257088	1.93%	785.0
08	Executive Suites	25	0.14%	1068292	0.91%	15.5
09	Big Fish, Small Pond	0	0.00%	2498189	2.14%	0.0
10	Second City Elite	0	0.00%	1449265	1.24%	0.0
11	God's Country	0	0.00%	1699924	1.45%	0.0
12	Brite Lites, Li'l City	0	0.00%	1832821	1.57%	0.0
13	Upward Bound	0	0.00%	1955876	1.67%	0.0
14	New Empty Nests	1	0.01%	1242671	1.06%	0.5
15	Pools and Patios	2	0.01%	1530890	1.31%	0.9
16	Bohemian Mix	5736	32.46%	2052684	1.76%	1,848.2
17	Beltway Boomers	0	0.00%	1121007	0.96%	0.0
18	Kids and Cul-de-Sacs	0	0.00%	1872955	1.60%	0.0
19	Home Sweet Home	0	0.00%	2127048	1.82%	0.0
20	Fast-Track Families	0	0.00%	1861697	1.59%	0.0
21	Gray Power	0	0.00%	1093066	0.94%	0.0
22	Young Influentials	0	0.00%	1712614	1.47%	0.0
23	Greenbelt Sports	0	0.00%	1560639	1.34%	0.0
24	Up-and-Comers	0	0.00%	1510327	1.29%	0.0
25	Country Casuals	0	0.00%	1741070	1.49%	0.0
26	The Cosmopolitans	205	1.16%	1321917	1.13%	102.6
27	Middleburg Managers	0	0.00%	2276009	1.95%	0.0
28	Traditional Times	0	0.00%	3300488	2.82%	0.0
29	American Dreams	571	3.23%	2451331	2.10%	154.1
30	Suburban Sprawl	0	0.00%	1529350	1.31%	0.0
31	Urban Achievers	415	2.35%	1794520	1.54%	153.0
32	New Homesteaders	0	0.00%	2102864	1.80%	0.0
33	Big Sky Families	0	0.00%	2130960	1.82%	0.0
34	White Picket Fences	0	0.00%	1536574	1.31%	0.0
35	Boomtown Singles	0	0.00%	1617454	1.38%	0.0
36	Blue-Chip Blues	0	0.00%	1458594	1.25%	0.0
37	Mayberry-ville	0	0.00%	2756347	2.36%	0.0
38	Simple Pleasures	0	0.00%	2754587	2.36%	0.0
39	Domestic Duos	0	0.00%	1398562	1.20%	0.0
40	Close-In Couples	23	0.13%	1327575	1.14%	11.5
41	Sunset City Blues	0	0.00%	2083443	1.78%	0.0
42	Red, White and Blues	0	0.00%	1278769	1.09%	0.0
43	Heartlanders	0	0.00%	2334924	2.00%	0.0



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PRIZM		Area		US Base		
Code	Name	Households	Pct.	Households	Pct.	Index
44	New Beginnings	0	0.00%	1837994	1.57%	0.0
45	Blue Highways	0	0.00%	1809961	1.55%	0.0
46	Old Glories	0	0.00%	1155944	0.99%	0.0
47	City Startups	0	0.00%	1525847	1.31%	0.0
48	Young and Rustic	0	0.00%	2224366	1.90%	0.0
49	American Classics	0	0.00%	1211533	1.04%	0.0
50	Kid Country, USA	0	0.00%	1481771	1.27%	0.0
51	Shotguns and Pickups	0	0.00%	1873167	1.60%	0.0
52	Suburban Pioneers	0	0.00%	1240482	1.06%	0.0
53	Mobility Blues	0	0.00%	1522347	1.30%	0.0
54	Multi-Culti Mosaic	7	0.04%	1947324	1.67%	2.4
55	Golden Ponds	0	0.00%	1985453	1.70%	0.0
56	Crossroads Villagers	0	0.00%	2466414	2.11%	0.0
57	Old Milltowns	0	0.00%	1845943	1.58%	0.0
58	Back Country Folks	0	0.00%	2658532	2.27%	0.0
59	Urban Elders	79	0.45%	1532998	1.31%	34.1
60	Park Bench Seniors	0	0.00%	1345679	1.15%	0.0
61	City Roots	0	0.00%	1326369	1.13%	0.0
62	Hometown Retired	0	0.00%	1406698	1.20%	0.0
63	Family Thrifts	0	0.00%	2134566	1.83%	0.0
64	Bedrock America	0	0.00%	2220781	1.90%	0.0
65	Big City Blues	0	0.00%	1301418	1.11%	0.0
66	Low-Rise Living	0	0.00%	1693512	1.45%	0.0
67	Unclassified	0	0.00%	0		
Total		17669	100.00%	116862390	100.00%	100.0



PRIZM Household Distribution 2011

Radius 2: 1525 WILSON BLVD, ARLINGTON, VA 22209-24, 0.00 - 3.00 Miles, Total

PRIZM		Area		US Base		
Code	Name	Households	Pct.	Households	Pct.	Index
01	Upper Crust	2394	1.68%	1770473	1.52%	111.0
02	Blue Blood Estates	440	0.31%	1129199	0.97%	32.0
03	Movers and Shakers	2940	2.06%	1878356	1.61%	128.5
04	Young Digerati	50815	35.69%	1397823	1.20%	2,983.8
05	Country Squires	0	0.00%	2011809	1.72%	0.0
06	Winner's Circle	94	0.07%	1283240	1.10%	6.0
07	Money and Brains	26885	18.88%	2257088	1.93%	977.7
08	Executive Suites	206	0.14%	1068292	0.91%	15.8
09	Big Fish, Small Pond	0	0.00%	2498189	2.14%	0.0
10	Second City Elite	0	0.00%	1449265	1.24%	0.0
11	God's Country	0	0.00%	1699924	1.45%	0.0
12	Brite Lites, Li'l City	0	0.00%	1832821	1.57%	0.0
13	Upward Bound	0	0.00%	1955876	1.67%	0.0
14	New Empty Nests	23	0.02%	1242671	1.06%	1.5
15	Pools and Patios	38	0.03%	1530890	1.31%	2.0
16	Bohemian Mix	32761	23.01%	2052684	1.76%	1,310.0
17	Beltway Boomers	4	0.00%	1121007	0.96%	0.3
18	Kids and Cul-de-Sacs	1	0.00%	1872955	1.60%	0.0
19	Home Sweet Home	0	0.00%	2127048	1.82%	0.0
20	Fast-Track Families	0	0.00%	1861697	1.59%	0.0
21	Gray Power	4	0.00%	1093066	0.94%	0.3
22	Young Influentials	9	0.01%	1712614	1.47%	0.4
23	Greenbelt Sports	0	0.00%	1560639	1.34%	0.0
24	Up-and-Comers	0	0.00%	1510327	1.29%	0.0
25	Country Casuals	0	0.00%	1741070	1.49%	0.0
26	The Cosmopolitans	1570	1.10%	1321917	1.13%	97.5
27	Middleburg Managers	0	0.00%	2276009	1.95%	0.0
28	Traditional Times	0	0.00%	3300488	2.82%	0.0
29	American Dreams	8165	5.73%	2451331	2.10%	273.4
30	Suburban Sprawl	0	0.00%	1529350	1.31%	0.0
31	Urban Achievers	9574	6.72%	1794520	1.54%	437.9
32	New Homesteaders	0	0.00%	2102864	1.80%	0.0
33	Big Sky Families	0	0.00%	2130960	1.82%	0.0
34	White Picket Fences	0	0.00%	1536574	1.31%	0.0
35	Boomtown Singles	0	0.00%	1617454	1.38%	0.0
36	Blue-Chip Blues	0	0.00%	1458594	1.25%	0.0
37	Mayberry-ville	0	0.00%	2756347	2.36%	0.0
38	Simple Pleasures	0	0.00%	2754587	2.36%	0.0
39	Domestic Duos	0	0.00%	1398562	1.20%	0.0
40	Close-In Couples	442	0.31%	1327575	1.14%	27.3
41	Sunset City Blues	0	0.00%	2083443	1.78%	0.0
42	Red, White and Blues	0	0.00%	1278769	1.09%	0.0
43	Heartlanders	0	0.00%	2334924	2.00%	0.0



PRIZM Household Distribution 2011

Radius 2: 1525 WILSON BLVD, ARLINGTON, VA 22209-24, 0.00 - 3.00 Miles, Total

PRIZM		Area		US Base		
Code	Name	Households	Pct.	Households	Pct.	Index
44	New Beginnings	0	0.00%	1837994	1.57%	0.0
45	Blue Highways	0	0.00%	1809961	1.55%	0.0
46	Old Glories	0	0.00%	1155944	0.99%	0.0
47	City Startups	0	0.00%	1525847	1.31%	0.0
48	Young and Rustic	0	0.00%	2224366	1.90%	0.0
49	American Classics	0	0.00%	1211533	1.04%	0.0
50	Kid Country, USA	0	0.00%	1481771	1.27%	0.0
51	Shotguns and Pickups	0	0.00%	1873167	1.60%	0.0
52	Suburban Pioneers	0	0.00%	1240482	1.06%	0.0
53	Mobility Blues	0	0.00%	1522347	1.30%	0.0
54	Multi-Culti Mosaic	1703	1.20%	1947324	1.67%	71.8
55	Golden Ponds	0	0.00%	1985453	1.70%	0.0
56	Crossroads Villagers	0	0.00%	2466414	2.11%	0.0
57	Old Milltowns	0	0.00%	1845943	1.58%	0.0
58	Back Country Folks	0	0.00%	2658532	2.27%	0.0
59	Urban Elders	2543	1.79%	1532998	1.31%	136.2
60	Park Bench Seniors	0	0.00%	1345679	1.15%	0.0
61	City Roots	300	0.21%	1326369	1.13%	18.6
62	Hometown Retired	0	0.00%	1406698	1.20%	0.0
63	Family Thrifts	0	0.00%	2134566	1.83%	0.0
64	Bedrock America	0	0.00%	2220781	1.90%	0.0
65	Big City Blues	1392	0.98%	1301418	1.11%	87.8
66	Low-Rise Living	75	0.05%	1693512	1.45%	3.6
67	Unclassified	0	0.00%	0		
Total		142378	100.00%	116862390	100.00%	100.0



PRIZM Household Distribution 2011

Radius 3: 1525 WILSON BLVD, ARLINGTON, VA 22209-24, 0.00 - 5.00 Miles, Total

PRIZM		Area		US Base		
Code	Name	Households	Pct.	Households	Pct.	Index
01	Upper Crust	12373	3.86%	1770473	1.52%	254.7
02	Blue Blood Estates	3021	0.94%	1129199	0.97%	97.5
03	Movers and Shakers	9730	3.03%	1878356	1.61%	188.8
04	Young Digerati	79883	24.92%	1397823	1.20%	2,083.0
05	Country Squires	0	0.00%	2011809	1.72%	0.0
06	Winner's Circle	845	0.26%	1283240	1.10%	24.0
07	Money and Brains	59250	18.48%	2257088	1.93%	956.8
08	Executive Suites	1852	0.58%	1068292	0.91%	63.2
09	Big Fish, Small Pond	0	0.00%	2498189	2.14%	0.0
10	Second City Elite	0	0.00%	1449265	1.24%	0.0
11	God's Country	0	0.00%	1699924	1.45%	0.0
12	Brite Lites, Li'l City	0	0.00%	1832821	1.57%	0.0
13	Upward Bound	0	0.00%	1955876	1.67%	0.0
14	New Empty Nests	198	0.06%	1242671	1.06%	5.8
15	Pools and Patios	361	0.11%	1530890	1.31%	8.6
16	Bohemian Mix	54564	17.02%	2052684	1.76%	968.9
17	Beltway Boomers	56	0.02%	1121007	0.96%	1.8
18	Kids and Cul-de-Sacs	96	0.03%	1872955	1.60%	1.9
19	Home Sweet Home	2	0.00%	2127048	1.82%	0.0
20	Fast-Track Families	0	0.00%	1861697	1.59%	0.0
21	Gray Power	22	0.01%	1093066	0.94%	0.7
22	Young Influentials	24	0.01%	1712614	1.47%	0.5
23	Greenbelt Sports	0	0.00%	1560639	1.34%	0.0
24	Up-and-Comers	0	0.00%	1510327	1.29%	0.0
25	Country Casuals	0	0.00%	1741070	1.49%	0.0
26	The Cosmopolitans	9792	3.05%	1321917	1.13%	270.0
27	Middleburg Managers	0	0.00%	2276009	1.95%	0.0
28	Traditional Times	0	0.00%	3300488	2.82%	0.0
29	American Dreams	25429	7.93%	2451331	2.10%	378.1
30	Suburban Sprawl	9	0.00%	1529350	1.31%	0.2
31	Urban Achievers	16848	5.25%	1794520	1.54%	342.2
32	New Homesteaders	0	0.00%	2102864	1.80%	0.0
33	Big Sky Families	0	0.00%	2130960	1.82%	0.0
34	White Picket Fences	0	0.00%	1536574	1.31%	0.0
35	Boomtown Singles	0	0.00%	1617454	1.38%	0.0
36	Blue-Chip Blues	2	0.00%	1458594	1.25%	0.0
37	Mayberry-ville	0	0.00%	2756347	2.36%	0.0
38	Simple Pleasures	0	0.00%	2754587	2.36%	0.0
39	Domestic Duos	6	0.00%	1398562	1.20%	0.2
40	Close-In Couples	6611	2.06%	1327575	1.14%	181.5
41	Sunset City Blues	0	0.00%	2083443	1.78%	0.0
42	Red, White and Blues	0	0.00%	1278769	1.09%	0.0
43	Heartlanders	0	0.00%	2334924	2.00%	0.0



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Radius 3: 1525 WILSON BLVD, ARLINGTON, VA 22209-24, 0.00 - 5.00 Miles, Total

PRIZM		Area		US Base		
Code	Name	Households	Pct.	Households	Pct.	Index
44	New Beginnings	273	0.09%	1837994	1.57%	5.4
45	Blue Highways	0	0.00%	1809961	1.55%	0.0
46	Old Glories	193	0.06%	1155944	0.99%	6.1
47	City Startups	0	0.00%	1525847	1.31%	0.0
48	Young and Rustic	0	0.00%	2224366	1.90%	0.0
49	American Classics	1	0.00%	1211533	1.04%	0.0
50	Kid Country, USA	0	0.00%	1481771	1.27%	0.0
51	Shotguns and Pickups	0	0.00%	1873167	1.60%	0.0
52	Suburban Pioneers	44	0.01%	1240482	1.06%	1.3
53	Mobility Blues	0	0.00%	1522347	1.30%	0.0
54	Multi-Culti Mosaic	8398	2.62%	1947324	1.67%	157.2
55	Golden Ponds	0	0.00%	1985453	1.70%	0.0
56	Crossroads Villagers	0	0.00%	2466414	2.11%	0.0
57	Old Milltowns	0	0.00%	1845943	1.58%	0.0
58	Back Country Folks	0	0.00%	2658532	2.27%	0.0
59	Urban Elders	11917	3.72%	1532998	1.31%	283.3
60	Park Bench Seniors	0	0.00%	1345679	1.15%	0.0
61	City Roots	2839	0.89%	1326369	1.13%	78.0
62	Hometown Retired	0	0.00%	1406698	1.20%	0.0
63	Family Thrifts	0	0.00%	2134566	1.83%	0.0
64	Bedrock America	0	0.00%	2220781	1.90%	0.0
65	Big City Blues	9849	3.07%	1301418	1.11%	275.8
66	Low-Rise Living	6122	1.91%	1693512	1.45%	131.8
67	Unclassified	0	0.00%	0		
Total		320610	100.00%	116862390	100.00%	100.0

The "Index" is defined as the ratio of the percent of Households for the segment in the report's geographic area compared to the percent of Households in the U.S. for the segment, times 100.

PRIZM Household Distribution 2011

Appendix: Area Listing

Area Name:

Type: Radius 1 Reporting Detail: Aggregate Reporting Level: Block Group

Radius Definition:

1525 WILSON BLVD	Latitude/Longitude	38.894855	-77.074610
ARLINGTON, VA 22209-2411	Radius	0.00	- 1.00

Area Name:

Type: Radius 2 Reporting Detail: Aggregate Reporting Level: Block Group

Radius Definition:

1525 WILSON BLVD	Latitude/Longitude	38.894855	-77.074610
ARLINGTON, VA 22209-2411	Radius	0.00	- 3.00

Area Name:

Type: Radius 3 Reporting Detail: Aggregate Reporting Level: Block Group

Radius Definition:

1525 WILSON BLVD	Latitude/Longitude	38.894855	-77.074610
ARLINGTON, VA 22209-2411	Radius	0.00	- 5.00

Project Information:

Site: 1

Order Number: 965572534

